

CASA Dean's MMU (Monday Morning Update)

Monday, February 13, 2017

Dear Colleagues,

The College Research Committee will meet this morning to discuss research initiatives and programs for 2017. Among other things, the Committee will discuss the 2017 CASA Summer Research Program, CASA Scholar of the Year, a Research Flash Talk event this spring, the ASA Multidisciplinary Research Symposium, and the Journal of Applied Sciences and Arts (JASA). All these agenda items are surrounding a central theme: How to establish and maintain a culture of research in our College.

The mission of the College places great value on conducting and communicating scholarly research. Therefore, with the support of all faculty and staff, we would like to provide a supportive context in which collegiality is promoted, and research is uniformly expected, discussed, produced, and valued. Toward this, a Research Flash Talk event offers a perfect venue to showcase and to connect faculty in the College focusing on research and collaboration. Each participating faculty member will present a brief five-minute PowerPoint “lightning” talk about his/her research geared toward the general interest of the audience. Within this five-minute flash talk, each presenter will answer three questions regarding his/her research: What is it? Why is it of interest? How might the community be further involved?

A culture of research requires open and collaborative personal relationships among faculty members. I strongly believe that personal ties among faculty are also likely to foster collaborative research efforts. Therefore, I encourage all faculty to participate in the Research Flash Talk event, which will be arranged toward the end of this spring semester. More information about this event will be forthcoming.

The change of the higher education landscape and the increasingly competitive higher education marketplace have made faculty research production vital for success on multiple levels:

- College Reputation: SIU Carbondale is a Carnegie classified Higher Research University. Increases in research productivity are connected with an increasingly favorable reputation; and
- Faculty Advancement: Research productivity is important for promotion and tenure of individual faculty members. Over the past five years, none of the declined promotion/tenure cases was due to teaching or service; research and publication matter. Junior faculty need to keep this in mind.

Four areas of scholarship were identified by Boyer in his 1960 paper titled “Scholarship Reconsidered.”

1. Scholarship of Discovery;
2. Scholarship of Integration;
3. Scholarship of Application; and
4. Scholarship of Teaching.

CASA values all four Boyer forms of scholarship. You may publish in the first three forms listed above, and you are equally welcome to publish in the area of Scholarship of Teaching, which is often called scholarly teaching. Faculty must be well informed about the theoretical perspectives and literature of

teaching and learning in their discipline. They must be able to collect and present rigorous evidence of their effectiveness from these perspectives. This involves reflection, inquiry, evaluating, documenting and communicating [Ramsden, 1992]. I am looking forward to seeing more publications and presentations in all these scholarship areas in this year's symposium, journal, and Faculty Research Flash Talk.

CONGRATULATIONS

- Dr. **Seung-Hee Lee**, Professor of Fashion Design & Merchandising, has two papers accepted for presentation at the MBAA International Conference sponsored by the Marketing Management Association, Chicago, IL, March 22-24, 2017:
 - Lee, S-H., Workman, J., & Jung, K. (2017). Attitudes toward fashion counterfeit purchasing among Chinese and US consumers. Marketing Management Association (MBAA International Conference), Chicago, IL.
 - Lee, S-H., Workman, J., & Jung, K. (2017). Attitudes toward technology, digital actives, and use of Internet shopping features among Chinese and US consumers. Marketing Management Association (MBAA International Conference), Chicago, IL.

Congratulations!

- Dr. **Qian (Jenny) Huang**, Assistant Professor of Architecture, has a paper titled "USA Practitioners' Perception of BIM Maturity" accepted by the 2017 Lean and Computing in Construction Congress, which will take place in Heraklion, Crete, Greece, 4-12 July 2017. Congratulations!
- The SIU Board of Trustees voted to approve the purchase of five (5) new Cessna 172S aircraft with autopilot for the Department of Aviation Management and Flight during their meeting on Thursday, February 9, 2017 at SIU Edwardsville. The Aviation Flight program will enhance its students' flying experience with the addition of new aircraft to its fleet. For more than 40 years, we have been offering innovative aviation education and it is important that we continue that rich tradition with an investment in our students' future. The Cessna 172S is powered by a Lycoming IO-360-L2A producing 180 horsepower (134 KW). The maximum engine RPM was increased from 2,400 rpm to 2,700 rpm with more powerful takeoff weight. Congratulations!





- SIU Automotive Technology hosted several Boy Scouts from the St. Louis area this past Saturday as they completed either their Automotive Maintenance or their Citizenship in the Community merit badges. The students were able to receive hands-on applied learning to reinforce their knowledge. Special thanks to **David Gilbert** in the Automotive Technology Department for coordinating the event. Congratulations!



- The School of Architecture was invited to participate in the Carbondale Community High School Multi-Cultural Fair on Thursday evening. The theme of this year's event was "Habitat" and the SoA provided examples of "*designing the human habitat.*" The School of Architecture was also invited to share information about all the SoA programs (Architecture, Fashion Design & Merchandising, Interior Design, Construction Management and Public Safety Management) to those attending. Scott Frisch, Laura Morthland, and Professor emeritus Bob Swenson attended the event on behalf of the SoA. It was a great opportunity to participate with the community and to promote programs within the School of Architecture. Congratulations!



- Ms. **Kay E. Wulf**, a graduate from the CASA Interior Design (ID) program and a current Industrial Advisory Board member for ID, has recently been hired as Workplace Studio Leader at SmithGroupJJR Chicago, the 6th largest architecture/engineering firm in the U.S. by Building Design and Construction, 2016. “With a background in interior architecture spanning more than 25 years, Wulf has collaborated on award-winning local, national and international projects. A resident of Chicago, she has designed spaces for significant institutions, such as McCormick Place, Bank of America, ConocoPhillips, University of Illinois and McKesson.” Our sincere congratulations!



- Mr. **Michael T. Tutor**, a graduate from the CASA Health Care Management (HCM) program, has recently been promoted to Executive Director of Heart and Cancer Services at Baptist Health Paducah. Mike has been with Baptist Health since 1988. He started as a radiation therapist and became radiology coordinator in 1993. Director of diagnostic imaging and oncology since May 2014, he has assisted in implementing many new services and programs, including the current construction of the Regional Cancer Care Center, opening and expansion of Baptist Imaging Center and outpatient imaging centers. Our sincere congratulations!

SUPPORT STAFF MEETING

The Budgeting, Planning, and Support Staff will meet on Wednesday, February 15, 2017, 10:00am - 12:00pm in the Dean’s Conference Room. The tentative agenda of the meeting is below:

1. Welcome and Update
2. Ad Staff Meeting Report
3. Curriculum Regulations: Tamara Workman
4. Important Deadlines and Due Dates
5. Round Table Discussion and Other Business

If you have any specific items that you feel the Budgeting, Planning, and Support Staff should consider at the meeting, please send Mary Nemetsky (mnemet@siu.edu) your suggestions before 1:00pm Tuesday, 2/14/2017.

NIH-FUNDED SUMMER COURSE

The two-week NIH Summer course (19-30 June 2017) titled "Interdisciplinary Training in Computational Neuroscience" is free to the attendees, with airfare, lodging, and meals, everything paid by NIH. It is open to pre- and post-docs, med students, and faculty from Biology, Psychology, Medicine, Engineering, Physics, Math, and other disciplines. The deadline for applications is March 1, 2017. The interdisciplinary computational neuroscience short course includes limited experimental and systems neurophysiology components. The background expected is high school level calculus and programming, together with a strong interest in learning about computational/software. One of the goals is to introduce students to the process of biologically-based modeling using cellular and synaptic neurophysiology data. More information is at: <http://engineering.missouri.edu/neuro/outreach/nih-neuroscience-course/>.

THE CARNEGIE CLASSIFICATION

The Carnegie classification of institutions of higher education is a framework for classifying colleges and universities in the United States. The framework primarily serves educational and research purposes, where it is often important to identify groups of roughly comparable institutions. The U.S. Department of Education and many higher education associations use the classification framework to organize their data and determine colleges' eligibility for grant money.

The 2015 edition of the Carnegie classifications includes Title IV eligible, degree-granting colleges and universities in the U.S. represented in the National Center for Education Statistics IPEDS system that conferred degrees in 2013-14.

Doctorate-granting Universities

Classification	Research Level	# of Institutions
R1	Highest Research Activity	115
R2	Higher Research Activity	107
R3	Moderate Research Activity	113

Master's Colleges and Universities

Classification	Research Level	# of Institutions
M1	Larger program, awarding 200+	393
M2	Medium program, awarding 100-199	207
M3	Smaller program, awarding 50-99	141

We will not include other categories here, including Baccalaureate Colleges, Associate's Colleges, Special Focus Institutions, and Tribal Colleges. For more information please refer to http://carnegieclassifications.iu.edu/classification_descriptions/basic.php.

ON THIS WEEK'S CALENDAR

- Monday, February 13, 10:00am, CASA Research Committee meeting, Dean's Conference Room.
- Tuesday, February 14, 2017: 11:00am - 12:30pm, Deans Council Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, February 15, 2017: 10:00am - 12:00pm, CASA Support Staff Meeting, Dean's Conference Room.

- Thursday, February 16, 2017: 1:30pm - 2:30pm, Americans with Disabilities Act (ADA) Training, Morris Library 752/754.
- Friday, February 17, 2017: 6:00pm - 8:30pm, Saluki Women's Basketball vs. Evansville, SIU Arena.

AND FINALLY ...

If you see something in this update that you want to comment on, please send an email to my SIU email awang@siu.edu; or call me at 618-536-6682. Also, if you know of anyone interested in receiving the CASA Dean's MMU, please ask them to send me an email and we will gladly add them to our mailing list. If you prefer not to receive the CASA Dean's MMU, please let me know, as well. Thank you.

Andy Ju An Wang, Ph.D.
Dean, College of Applied Sciences and Arts